

# Lotus Communications Boise

## Boise Radio Stations



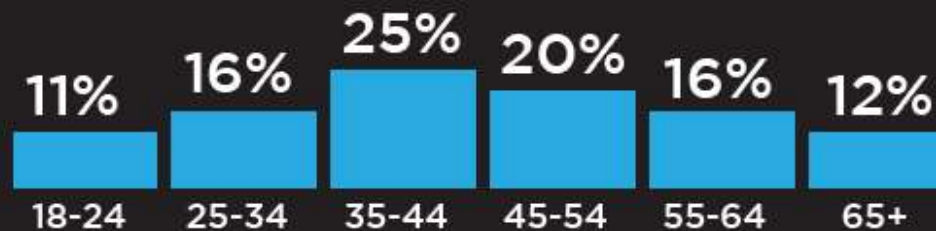


# Lotus Boise Corp. Radio reaches over 117,200 Adults 18+ each week for an average of 6 3/4 hours!

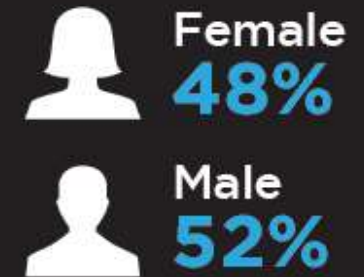
## Stations



## Age Breakdown



## Gender Breakdown



## Boise's affluent radio listeners are worth your investment.



(208) 344-3511 [LotusCorp.com](http://LotusCorp.com)

INSIGHTS BY [FuturTopLine.com](http://FuturTopLine.com)

BOISE: Nielsen Radio; FA21/SP21; Metro; A18+; KJOT-FM or KQXR-FM or KRV5-FM or KTHI-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; Retail Spending Power; | 2021 GfK MRI Market-by-Market; A18+; Classic Hits or Rock or AAA Format; Target Persons %. Copyright © 2022 Futur Media LLC, TOPLINE. All Rights Reserved





# KQXR 100.3 The X

“100.3 The X Rocks”

- Active adults 18-49/25-54. Males 25-54
- Only active rock station in market, with an emphasis on alternative music from the 90's, rock from the 80's, and new rock from today
- “The Morning After with Nic & Big J” – Top rated AM drive show for 18-49 & 25-54 adults and men with over 14 years heritage in the market.
- Active thirty-and-forty-somethings with careers, mortgages, kids, and all the big boy toys that come with it.
- #1 rated station with adults and men 18-49 and 25-54
- #2 rated station with women 18-49 and #3 women 25-54

All ratings per Nielsen Fall 2021 survey

[www.xrock.com](http://www.xrock.com)

# 100.3 The X – Community Events



Show Us Your Cans. Over 2,200 pounds of food for the Idaho Food Bank



Free X Shows



Chili's Game Day



Toys for Tots



Concert and Ride for 22 Veteran Suicide Prevention

## The X Rocks

Over 25 years in the market!

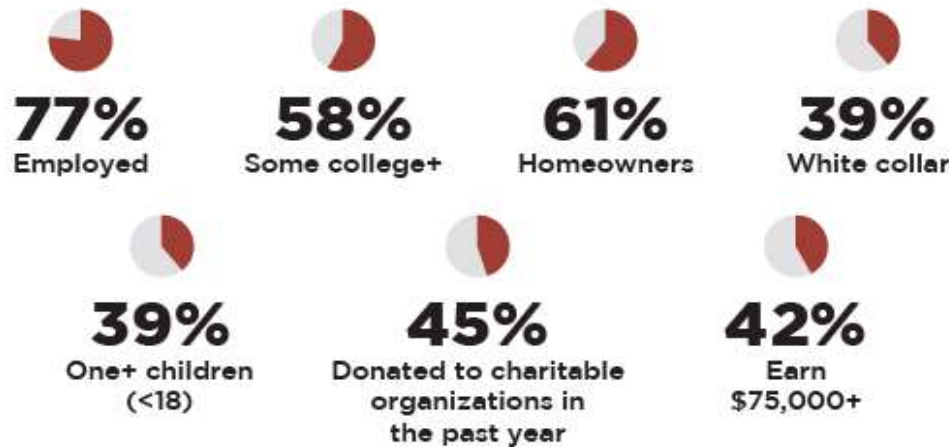
# 37,300

Adults 18+ tune into 100.3 The X each week for an average of 7 ¼ hours!

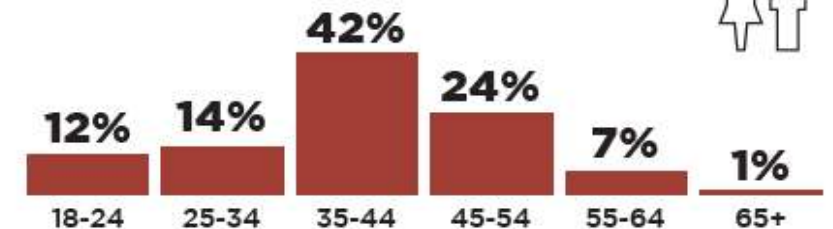
### Gender Breakdown



Rock radio reaches a lucrative audience in Boise.

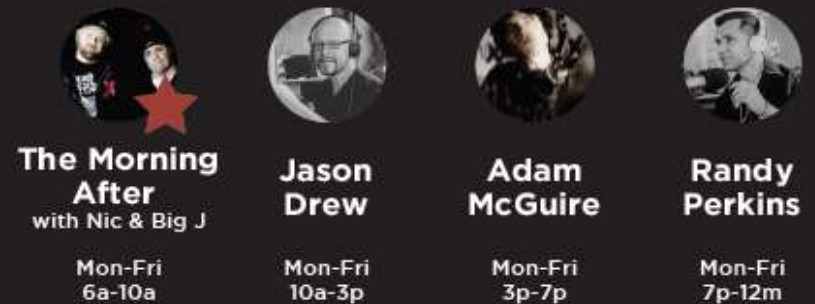


### Age Breakdown



**Over \$664 Million** in potential annual spending power

### 100.3 The X Lineup



Top-rated station in the market to reach males!



# KTHI 107.1 K-HITS

## “Idaho’s Greatest Hits”

- In the sweet spot with an established adult audience 35-64.
- The greatest hits from the 70’s & 80’s featuring Fleetwood Mac, John Mellencamp, Billy Joel, Elton John, Journey, Bryan Adams and more!
- Baby Boomers control over 70% of all discretionary income in the US and are responsible for 50% of all consumer spending.
- “Murphy & Melissa in the Morning” bring a new energy to morning drive. Barry Lewis holds down the KHITS Café all request lunch hour. Scott Mathews takes everyone home playing great sing along tunes and interactive contesting
- K-HITS is committed to the Treasure Valley community, partnering with the American Cancer Society, Idaho Shakespeare Festival, Idaho Botanical Gardens, ALA Fight for Air Climb, Toys for Tots, Zoo Boise, and Chili’s Gameday.

# 107.1 K-HITS – Community Events



Idaho Humane Society Furry Friday



ZooBoise Egg-Stravaganza & Boo at the Zoo



American Cancer Society  
Making Strides



Idaho Botanical Garden  
Great Garden Escapes



## Superhits of the 70s & 80s

# 41,200

Adults 18+ tune in to 107.1 KHITS each week for an average of 5 ½ hours!

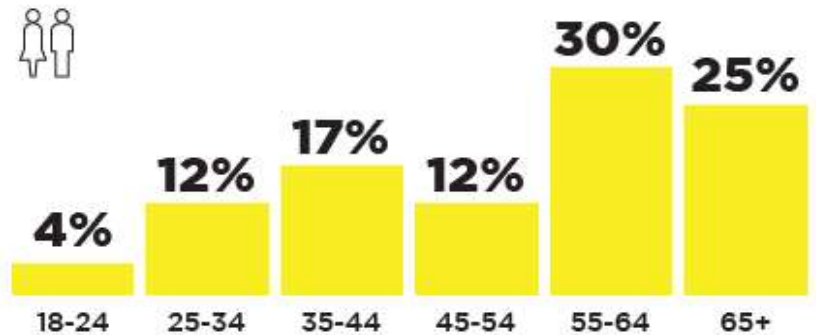
### Gender Breakdown



The Classic Hits format delivers your affluent household decision makers.



### Age Breakdown



Partner with American Cancer Society, Humane Society, and Zoo Boise



### 107.1 KHITS Lineup



**Murphy & Melissa**  
in the Morning

Mon-Fri  
6a-10a



**Barry Lewis**

Mon-Fri  
10a-3p



**Jeff Connell**

Mon-Fri  
3p-7p



**Bridget Bonde**

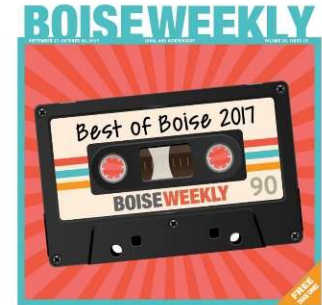
Mon-Fri  
7p-12m



**94.9FM**  
**the River**

# KRVB 94.9 The River

“Music First”



- The River is a great blend of active adults 25-54 with a female focus. Targets well educated, active adults with disposable income and interest in arts and community events
- “Boise’s music lover’s station”; office-friendly, contemporary, adult rock featuring U2, Adele, Coldplay, Imagine Dragons, Bob Marley, David Gray, Train, and more of music’s greatest artists
- 2015 & 2016 Boise Weekly’s Best Local Radio Station
- 2017 Boise Weekly’s Best DJ: Tim Johnstone
- 2018 FMQB Programmer of the year for Triple A: Tim Johnstone
- 2019 FMQB Triple A station of the year markets 50+
- Boise most community involved radio station partnering with the Idaho Shakespeare Festival, Idaho Botanical Garden, Concert for Cause, Toys for Tots, ZooBoise, Rake up Boise, Alzheimer's Walk, Paint the Town, Alive After 5 and other amazing community events

[www.riverboise.com](http://www.riverboise.com)

# 94.9 the River – Community Events



Concert for Cause has raised over \$350,000 in live and silent auctions for local charities

The Walk to End Alzheimer's  
Kleiner Park



River Listener Lounge – Michael Franti, Mt. Joy, The Posies, Carbon Leaf, Scars on 45, Josh Ritter & more



Partners with Idaho's premier community leaders: Zoo Boise, Idaho Shakespeare Festival, and Rake Up Boise.

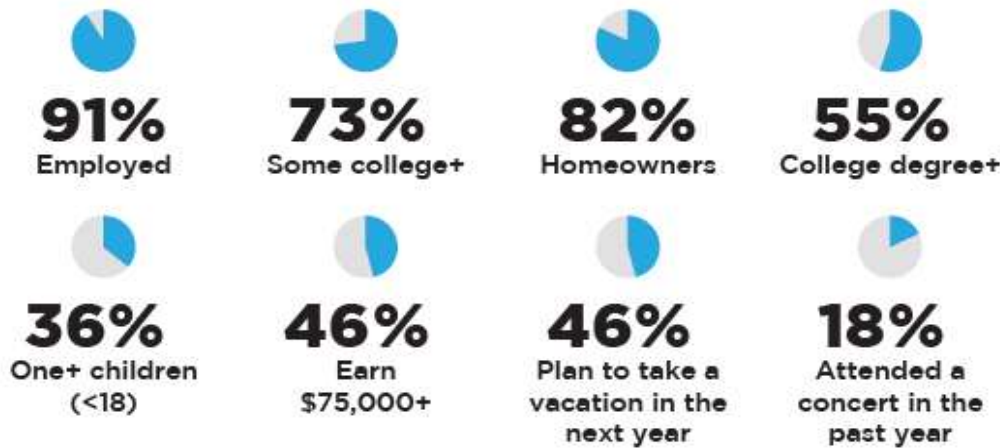
**94.9 The River - Music First**

**35,800** Adults 18+ tune into 94.9 The River each week for an average of 5 hours!

**Gender Breakdown**

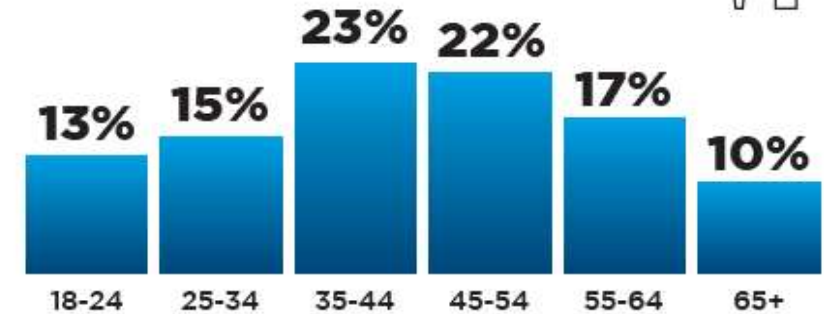


Adult Album Alternative delivers an affluent, upscale, educated audience.



**18%** Visited any fine dining restaurant in the past six months

**Age Breakdown**



**94.9 The River Lineup**



**River Mornings**  
with Ken

Mon-Fri  
6a-10a



**Rochelle**

Mon-Fri  
10a-3p



**Tim Johnstone**

Mon-Fri  
3p-7p



**Deb Courson**

Mon-Fri  
7p-12m

Community-Focused | Home of Concert for Cause

# THINK YOU KNOW JACK?



- JACK is an adult hits station with over 16 years of success, including 65 affiliate FM radio stations in the United States.
- JACK targets fun-loving, active 25-54 adults, with a moist, chewy 35-44 center.
- JACK is fun, irreverent, topical, and continuously updated with fresh content.
- JACK plays the mostest hugest hits ever recorded from the '70s & '80s - but at least half of every hour is from the '90s and NOW. Which rhymes with WOW!
- JACK conducts an annual 3,000-person music study, with respondents from every active market.
- JACK is supported by a team of five programmers/producers and more than a dozen freelance writers/comedians.
- JACK will be introduced to Boise with a GIANT, DEFINITELY NOT ECONOMY-SIZED multi-media campaign beginning late March 2021. (If you live around here, you'll know about it!)
- To stream JACK FM, click over to [www.JackBoise.com](http://www.JackBoise.com)

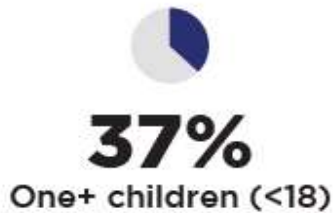
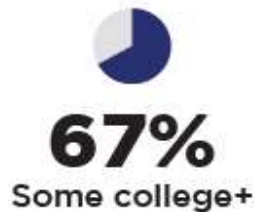
**Jack FM, Playing What We Want**

**105.1 Jack FM connects with 31,800 Adults 18+ weekly who tune in for an average of 4 hours!**

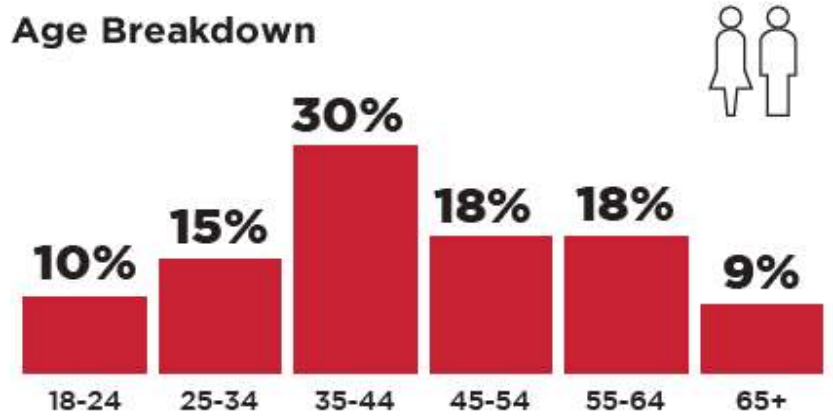
**Gender Breakdown**



The Classic Hits audience can deliver results to ALL advertisers.



**Age Breakdown**





Lotus Digital provides full service digital marketing opportunities for our clients locally, regionally, or nationally. With exclusive products including Amazon targeting ads, Social Mirroring ads, Facebook Premium and Mobile Conquesting.



| Product:                       | Description:   | Notes: |
|--------------------------------|--|--------|
| Live Chat                      | Get more leads by engaging your prospects with a chat box on your website.   |        |
| Display                        | Display ads go across all devices, appearing on websites or apps, using targeting strategies including Retargeting, Behavioral Targeting, Artificial Intelligence, and Keyword Targeting.  |        |
| Online Audio                   | Audio ads served to targeted online listeners who are consuming audio content across all types of devices, using the targeting strategies of Behavioral Targeting and Artificial Intelligence.   |        |
| Facebook & Instagram Targeting | Targeting people across all devices with display or video ad on Facebook and Instagram in their News Feed, on Facebook Audience Network, Messenger, Facebook Instant Articles, Stories, Marketplace, Search, or a custom audience of your database of emails or addresses; using any of the types of Facebook/Instagram ads,   |        |
| Native                         | Native display and video ads go across all devices and match the look, feel and context of the website or app where they are seen, using targeting strategies of Retargeting, Behavioral Targeting, Artificial Intelligence, and Keyword Targeting, or to a custom audience of your database of emails and Lookalike audience. |        |
| Mobile Conquesting             | Reaching people with display and video ads on their mobile devices using targeting strategies including Behavioral, Geo-Fencing, Geo-Retargeting, Geo-Retargeting Lookalike, and Weather Triggers. Or a custom audience of your database of addresses. On-Site Visit Tracking to your business is available.                   |        |
| Video/OTT                      | Video can be Pre-Roll ads that play before the content someone has clicked to watch and appear on websites or apps across all devices or can be Over-The-Top (OTT) video ads which are embedded into programming content people stream on their Connected TVs. On-Site Visit Tracking to your business is available with OTT.  |        |
| Household IP                   | Matching IP addresses to your database list of names and street addresses and showing your display, native or video ads only to those people, across all devices.  |        |
| SEO & Rep. Management          | Improving and promoting a website to increase the number of visitors the site receives from search engines.  |        |
| Pay-Per-Click                  | Showing your text ads on the Google Search Engine Results Page when a user searches keywords related to your business, across all devices.   |        |
| Geo-Framing                    | Going back in time to previous events where we have captured people's mobile Device ID's, mapping to their homes, and showing them display ads now.  |        |
| Amazon Premium                 | Using Amazon targeting data to reach people with your display, video, or OTT ads on Amazon.com, Amazon owned properties and thousands of other websites and apps Amazon has partnered with, across all devices (display only on Amazon.com)  |        |
| Social Mirror Ads              | Social Mirror ads look like your social media display, video, or stories posts but appear on other websites and apps and run across all devices using our targeting strategies of Retargeting, Behavioral Targeting, Artificial Intelligence, and Keyword Targeting.   |        |
| LinkedIn Ads                   | Using the largest professional network to reach the people you want to target, in their News Feed and on the LinkedIn Audience Network, across all devices.  |        |